

# Prevention Through Education

Opportunities for Conservation  
Education and Interpretive Services  
in addressing the issue of Invasive  
Species



# National Goal Invasive Species Strategy

- Reduce, minimize, or eliminate the potential for introduction, establishment, spread, and impact of invasive species across all landscapes.



# Definition

- According to the Executive Order 13112, a species is considerate invasive if:
  - It is non-native to the ecosystem under consideration.
  - Its introduction causes or is likely to cause economic or environmental harm to human health.



# Why this is an issue?

- Invasive species infestations are hitting the Nation's agriculture.
- Are damaging urban environments where ecological systems are already struggling to be functional.
- 42% of the TES of plants and animals are impacted by invasive species.
- Public recreational opportunities and experiences have become severely degraded by in many cases hampering access, reducing recreational quality and enjoyment, and decreasing the aesthetic values of public use of areas.



# What are FS assets in dealing with this issue?

- Broad existing authorities provided to the Chief of the FS.
- Expertise in land-management, research, entomology, pathology, ecology, communication, education, etc.
- Presence – The FS manages 192 million acres of land
- Relationship Network



# National Invasive Species Strategy Components

- Prevention
- Early Detection
- Control and Management
- Rehabilitation and Restoration



# Overarching Themes (Common to all strategy components)

- Partnerships and collaboration
- Science-based information
- Communication and Education
- Organizing for success
  - Incorporating the themes of improving capacity, procedural streamlining, and funding flexibility with long-term commitment



# CE/IS focus on strategic areas

- Prevention – Keep invasive out
- Early detection and rapid response – stop invasive species from spreading
- Control and Management – Eliminate or control the invasive species that have become a problem
- Rehabilitation and Restoration – Importance of the value of healthy ecosystems





# CE Prevention Through Education Efforts

- Role of the National Office
  - Guidance to ensure consistency
  - Policy development
  - Opportunities identification
  - Responsive oversight



# What is happening in CE?

CE will develop a national campaign oriented towards the Nation's youth.



# Questions we need to address

- What is the issue statement for prevention?
- What does CE/IS need to accomplish and why?
- Who will determine whether CE/IS succeeds?
- How will you achieve your goals?
- What do you want your audiences to do?
  - Call to action



